

NIKHIL MAYANK

Highly knowledgeable professional with proven track record of developing winning comprehensive sales & marketing strategies focused on achieving breakthrough sales objectives while creating unique strategies & managing business relationships, targeting assignments in Sales & Marketing







Strategy Planning & Execution | | New Business Development | | P&L Management | | Channel Management | | Relationship Management

- **A Strong Visionary Professional**, offering over 23 years of impeccable career with verifiable year-after-year success in achieving revenue, profit, and business growth objectives within turnaround, and rapid-change environments; expanding the revenue base in the market and achieving top-line and bottom-line profitability
- **A keen planner with skilled son** formulating policies for elevating profitability by running sales operations, increasing sales growth and driving initiatives in order to achieve business goals
- **Resourceful in managing business operations** and determining company's mission & strategic direction as conveyed through policies & corporate objectives.
- **Wealth of expertise** entails in analyzing market trends, competitor positions & economic factors to develop key programs for organization and facilitating closure of deals.
- **Pioneering experience** in devising & implementing product management plans after studying current consumer insights & technology trends and effectuating the same for different consumer segments.
- **Exhibited excellence** in identifying & establishing strategic alliances / tie-ups with suitable business partners, resulting in deeper market penetration to achieve profitability
- **Business Manager** with experience in managing overall operations, finances & cost/budgets of branch & profit centers along with revenue targets, thereby ensuring required profitability of business operations in the dead area
- **Insightful professional** with notable success in key account management, customer segmentation, brand positioning, & sales cycle management, customer retention/satisfaction for continued business opportunities
- **Fusing entrepreneurial drive & vision** to identify organizational strength/ weaknesses to redirect missions, create new markets & harvest untapped business opportunities
- **Thought Leader: Expertise** in turning around business, and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation

Core Competencies

Sales & Marketing
 Business Development/ Revenue Maximization
 Key Account Management
 Cost Optimization/Budgeting
 Market / Competitor Analysis
 Channel/Distributor Management
 Business Expansion/Excellence
 Market Research/ Market Penetration
 Team Building & Leadership

Soft Skills

 Change Agent
 Motivational Leader
 Strategic Thinker
 Collaborator
 Communicator
 Innovator

Education

- **Bachelor of Science in Zoology** Hons. From B.S.B.A.B.U, Muzaffarpur in Year 1998.

IT Skills

- Office Word
- Internet Application
- Office Excel
- E.R.P.

Personal Details

Date of Birth: 10th February 1977
Languages Known: English, Hindi,
Address: Devlok Decasa , Sonarpur Station Road, Kolkata-700103



Career Timeline

Lubi Submersibles Ltd. Bihar	2001-2004	Khaitan Electricals Ltd., Bihar & Jharkhand	2004-2006	Ujala Pumps Pvt. Ltd. Bihar & Jharkhand	2006-2010	Bajaj Electricals Limited, Bihar, Jharkhand & Nepal	2010-2013	La-Gajjar Machineries Pvt. Ltd. (East Zone)	2013- Jan 2020	Jalganga Pumps LLP. (East Zone)	2020- OCT 2023	URBE Technovatives Pvt Ltd. (East Zone)	Nov 2023
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Working Experience

Mar'20 – Oct 2023 with JALGANGA PUMPS LLP. Eastern Region including Chhattisgarh Zonal Manager-Marketing-ELECTRICAL MOTOR PUMPS, Cable & Solar Product.

Key Result Areas:

- Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company.
- Developing and maintaining dealer's network strategy around 127 channel partners.
- Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
- Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective.
- Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics.
- Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business.
- Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics.
- Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target
- Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization.
- Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and bulletin.
- Archived maximum target 25 Cr in 22-23 year.



Work Experience

May'13- Jan 20 with La-Gajjar Machineries Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarh as Zonal Manager-Marketing-Electrical Motor Pump, Column Pipe, Cable & Solar Product.

Key Result Areas:

- Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share; implementing marketing strategies for promoting products as per plans of company.
- Developing and maintaining dealer's network strategy around 282 channel partners.
- Managing demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
- Formulating business plan and departmental objectives; ensuring all company targets as per plan & look all operations from Micro & Macro perspective.
- Exploring & developing new markets for promoting the products; conducting competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics.
- Initiating formats for quarterly and weekly group meetings to further employee relationships, provide motivation, and develop new business.
- Administering campaigns and marketing programs including contact strategy, target audience segmentation and customer insight; developing marketing campaigns/programs to drive results against set revenue goals and customer satisfaction metrics.
- Supervising training & development of the team members for implementation of newer strategies and helping them to achieve the monthly business target.
- Assessing performance of the vendors based on various criterions such as quality, delivery, credit terms, response and so on in the organization.
- Monitoring the performance of the Sales Team by establishing a system of reports and communications involving sales

reports, cyclical sales meetings, sales newsletters and bulletin.

- Archived maximum target 132 Cr in 19-20 year.



Notable Accomplishments across the Career

- Augmented revenue by 14% and market share by 9% through the implementation of New Chanel Development and New Product strategies
- Developed strategic and operational sales plans which resulted in 95% increase in overall sales and gross margin.
- Amplified customer base by 34% through maintaining effective relationships, 76% (Created New Chanel and Bonding Scheme for existing Network)
- Identified target markets and established successful plans to develop them, thereby bringing in INR 35 Cr worth additional revenue
- Expanded sales by 12% through innovative selling techniques such as 9cr (Through RRK Scheme to Bond Retail Network)
- Collaborated with internal and external stakeholders to acquire technical and customer information to enable effective pitching for new business accounts.
- Developed a new system for generating sales leads which was implemented across the organization and resulted in a 25% improvement in sales performance— Similar Price List across the LGM
- Led a team of 36 sales executives in a promotional campaign that resulted in increased sales of INR 8 Cr and the company exceeding its annual sales targets by 7% growth over last Year.
- Recipient of Two Award for attaining 89 Cr consecutive years in recognition of exceeding Annual sales targets by an average of 32% over a 12 months period.
- Trained and developed a team of 3 new BM who achieved an average of 95% of their sales targets in their first 2 quarters.



Previous Experience

Nov'23 with URBE Technovative Pvt. Ltd., Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-

Mar'20- Oct' 23 with Jalganga Pumps LLP, Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-*Electrical Motor Pump, Solar Pumps & Cable*

May'13- Jan' 20 with La-Gajjar Machinerics Pvt. Ltd. (Varuna Pump), Eastern Region including Chhattisgarhas, Zonal Manager-Marketing-*Electrical Motor Pump, Solar Pumps & Cable*

Jun'10-May'13 with Bajaj Electricals Limited, Bihar, Jharkhand & Nepal as Assistant Manager-*Electrical Motor Pump & Fan*

Dec'06-Jun'10 with Ujala Pumps Pvt. Ltd., Bihar, Jharkhand as Branch Manager-*Electrical Motor Pump*

Jul'04-Nov'06 with Khaitan Electricals Ltd., Bihar, Jharkhand as Senior Sales Executive-*Electrical Motor Pump & Fan*

Sep'01-Jun'04 with Lubi Submersibles Ltd., Bihar as Sales Officer-*Electrical Motor Pump*